

**Abstract**

Disclosed is a double-sided pressure-sensitive adhesive tape having sides which differ in adhesive strength, and a method for its preparation. The double-sided pressure-sensitive adhesive tape comprises at least one adhesive layer comprising a pressure-sensitive adhesive based on a chemically crosslinked polyurethane. The double-sided pressure-sensitive adhesive tape is especially well-suited to adhere flexible storage media, such as CDs, CD-ROMs and DVDs, to curved, bent or creased surfaces. The double-sided pressure-sensitive is also especially well-suited for adhering customer cards and credit cards to paper.